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5109

Register Number:

Name of the Candidate:

B.A. DEGREE EXAMINATION, May 2015

(ENGLISH AND COMMUNICATION)

(THIRD YEAR)

(PART – III)

740: MASS COMMUNICATION MEDIA

Time: Three hours

Maximum: 100 marks

SECTION - A

(5 × 8 = 40)

Answer any FIVE questions

1. a) Define Journalism.
b) Bring out the impact of regional newspapers and magazines on the society.
2. a) How are radio programmes transmitted and received?
b) Comment on the significance of private channels.
3. a) List the different types of TV programmes.
b) The effect of TV channels on the youth and its accountability.
4. a) Write an essay on the growth of films.
b) What are the current trends in cinema?
5. a) Internet has changed the life style of people. – comment.
b) Comment on the social networking sites.
6. a) What are the different media for advertising?
b) What are the tools for Public Relations?
7. a) Comment on the different types of advertising.
b) Comment on the role of PR and corporate communication.
8. a) Brief the process of cinema production and exhibition.
b) Point out the impact of cinema on the society.

SECTION - B

(3 × 20 = 60)

Answer any THREE questions

9. a) Media and the Public.
(OR)
b) Newspaper and Magazines can create public opinion on vital issues - Comment.

10. a) Elucidate the popularity of FM radio channels.
(OR)
b) Advantages of Radio.
11. a) Explain the signification of magazines as a medium of mass communication.
(OR)
b) Elucidate the effects of cinema.
12. a) List the negative impact of internet.
(OR)
b) Elucidate the uses of internet.
13. a) What is the role of PRO in an organisation?
(OR)
b) Discuss the different types of advertising.

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